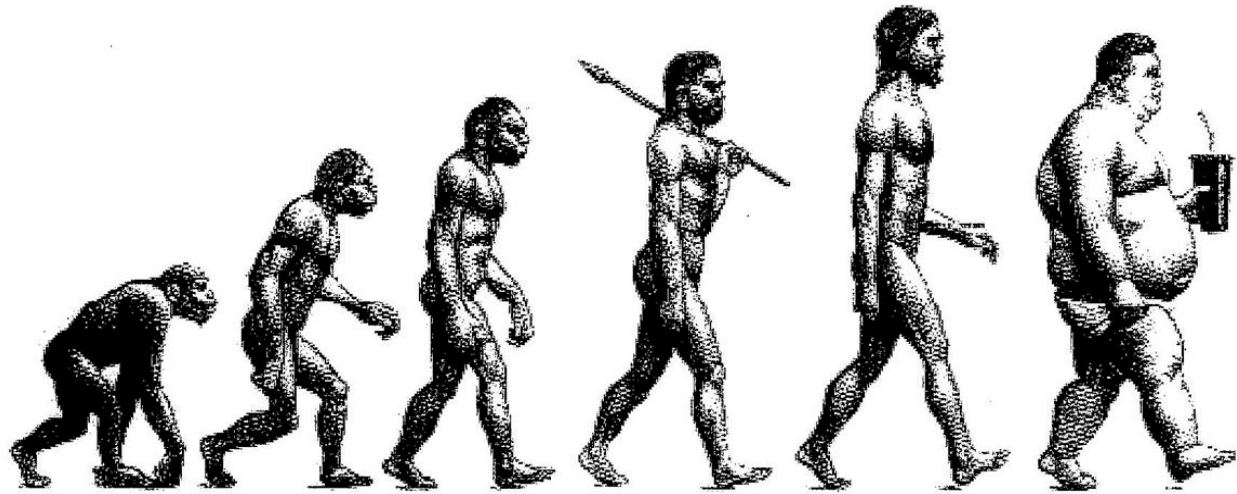




# Creating Social Change to Reduce Obesity



Tracy Faigin Boyle  
VP Marketing & Communications  
September 13, 2012

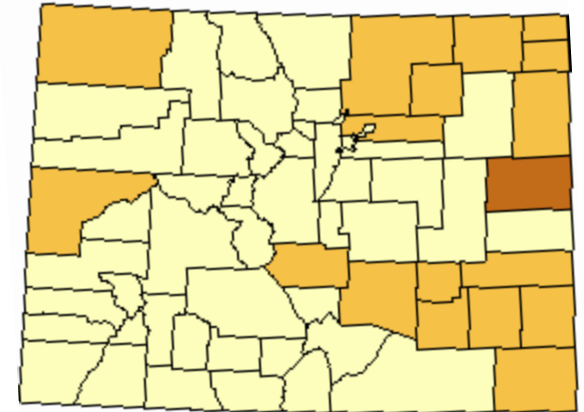


# Obesity in Colorado

- ✿ Adult obesity rate: 20%
  - 58% overweight or obese
  - US Rank: #1

- ✿ Childhood obesity rate: 14%
  - 25% overweight or obese
  - US Rank: #23

- ✿ \$1.6 billion in obesity-related medical costs





- ❁ Statewide nonprofit committed to preventing and reducing obesity by promoting healthy eating and active living



- ❁ **Policy efforts** aimed at environmental, societal change
  - ❁ State, national and local policies
  - ❁ LWC communities coalition approach
- ❁ **Social change efforts** aimed at motivating individual change



# CAMPAIGN RESEARCH APPROACH





# Qualitative Research Findings

- ✿ People do not have an accurate picture of obesity.

*"I think of body odor in-between the fat rolls when I think of obese."*

*"I'm thinking really, really big. Like on the Biggest Loser."*



# Quantitative Research

- ✿ People recognize obesity is a problem
  - 81% agree that obesity is a problem in Colorado
  - 75% say it is important to increase the public's awareness of health issues surrounding obesity among all Colorado residents
  - 81% say it is important to increase the public's awareness of health issues surrounding **childhood** obesity
  - 85% say it is important to them to make more of an effort to be healthy
  - 63% rate their health as “Very Good” or “Excellent”
    - 48% of those who say they are OVERWEIGHT rate their health as “Very Good” or “Excellent”

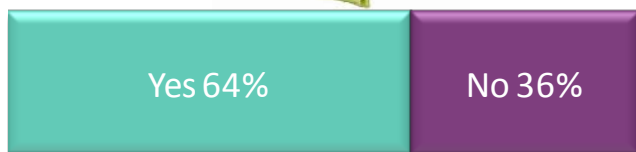




How do we reconcile “obesity is a problem in Colorado” while seeing ourselves as being fairly healthy?

### IT'S THOSE OTHER PEOPLE!

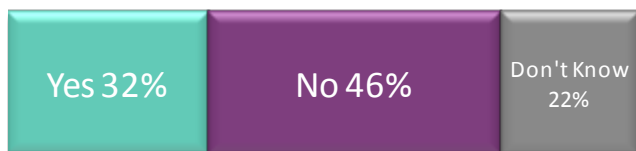
Eat Enough Fruits and Vegetables?



You?



Your Children?

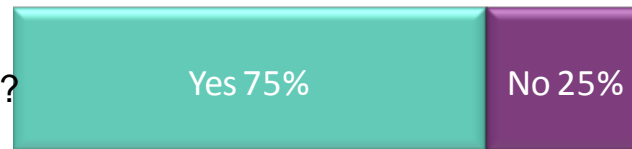


Your Friends?

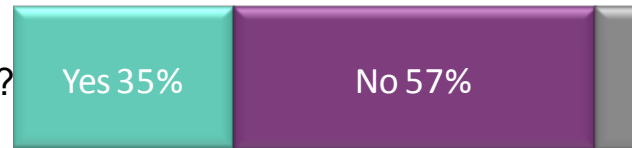
Get Enough Exercise and Physical Activity?



You?



Your Children?



Your Friends?

Don't Know 8%



# The Difficulty of Recognizing Obesity

- ✿ The average score for correctly identifying five people as underweight, ideal weight, overweight, or obese was 51%.
  - 70% correctly identified the overweight female (5' 2", 150 pounds)
  - 43% correctly identified the obese male (5' 10", 225 pounds)
  - 24% correctly identified the obese child (10 years old, 4' 6", 110 pounds)
    - 27% correct for parents with a 9-12 year old child at home



# We Need an AWAKENING

A person in a white t-shirt is sitting on a bed with white linens, stretching their arms upwards towards a window with white blinds. A fluffy grey and white cat is lying on the bed in the foreground. A white radiator is visible on the left side of the room. The scene is brightly lit, suggesting morning light.

What we learned through both the qualitative and quantitative research is that:

- People in Colorado are aware of the obesity problem
- Most are concerned about the problem
- Most recognize the health risks that go with obesity
- Most feel they know about things they can do to eat better and be more active

**We need to change extreme perspectives of obesity, make it personal, challenge norms**

# THE “AWAKENING” CAMPAIGN

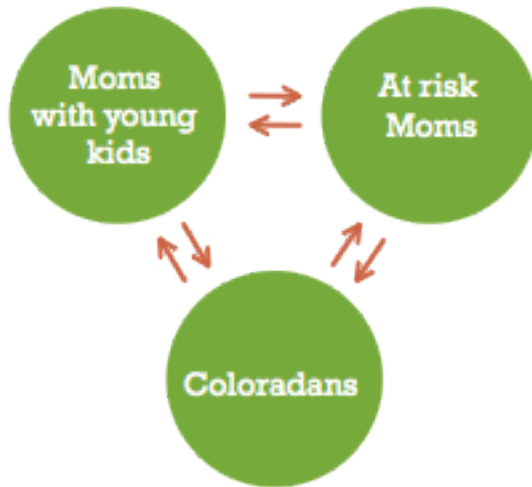




## Goals:

- Change perceptions of obesity
- Make obesity more personal

## Our Audiences:



## Our Strategy:



## Our Campaign Components:

- paid media
- digital engagement
- brand programs
- social communities
- events
- partnerships

## ► Our Campaign Tools:

# Awakening Messaging--TV Spots



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## 360° Gut Check

### BMI Calculator

(Body Mass Index)

The most common way to find out whether you're overweight or obese is to figure out your body mass index (BMI). BMI is an estimate of body fat, and it's a good gauge of your risk for diseases that occur with more body fat. The higher your BMI, the higher your risk of disease.

Your Height

5 ft 4 in

Your Weight

187 lbs

Calculate

BMI Calculator

Waist to Height Ratio

Behavior Quiz

#### BMI calculator

Your BMI is 32



**Underweight:** Below 18.5

**Healthy weight:** 18.5 - 24.9

**Overweight:** 25 - 29.9

**Obesity:** Above 30

According to your BMI, you are **obese** which puts you at increased risk for certain diseases. Luckily, there are lots of small, easy and tasty ways to start improving your lifestyle, and it's not as hard to get started as you think.

Save to My Profile



It may seem daunting, but you can make healthy changes. Let's talk about what's next.



Every day is a chance to make good choices.

About  
Jamie Atlas

# Social Media



360°  
Gut Check

Understand  
Your Risk

Take  
Charge

Join the  
Movement

About  
LiveWell  
Colorado

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## Join the Movement

**Get moving. You're here. You're ready.** You're taking the first step toward a positive change for you and your family.

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**Gemma,  
Thornton**

#### Creative Ways to Serve Seasonal Fresh Fruits and Veggies

posted @ 11:47 AM - 7/25/2012

Including fruits and veggies into my families' daily meals has always been a BIG priority of mine. Growing up in England, every Sunday my mother would cook a tr... [\[ Read More \]](#)

*tags:* [Healthy Eating](#), [Kids](#), [Seasonal Fruits and Vegetables](#)



**Alli,  
Denver**

#### Meet Alli--Being a FearLESS Mom

posted @ 5:14 PM - 7/13/2012

Sometimes it can feel uncomfortable when you are making healthy changes. I remember watching my less-than-toned body during my first Zumba class. Sixty minutes later, I fel... [\[ Read More \]](#)



#### Baseball strike outs

posted @ 5:00 PM - 7/13/2012

Baseball season is coming to a close and so is a lesson in time management! Trying to eat healthy when you are running from work, to school field trips, to the baseba... [\[ Read More \]](#)

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**healthy eating**

[Physical Activity](#) [Childhood Obesity](#) [lifestyle](#) [exercise](#) [kids](#) [Healthy Eating](#) [small portions](#)



# Outreach, Events, Media Relations



DENVER'S FIRST CICLOVIA



## Viva Streets

AN EVENT BY LIVEWELL COLORADO AND BIKEEDENVER

Transforming 23rd Avenue into a car-free, pedestrian parkway from City Park to Stapleton

# COME PLAY IN THE STREETS!

Bike, Walk, Stroll, Roll on a car-free 23rd Ave

KIDS "BIKE RODEO" BIKE SKILLS AND SAFETY AREA

HEALTHY COOKING DEMOS

HULA-HOOPING JUMP-ROPING

10 AM UNTIL 2 PM

Sunday



denverpost.com

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Home > Opinion

OPINION

### Editorial: Heavy findings on the health of Coloradans

By The Denver Post

POSTED: 07/17/2011 01:00:00 AM MDT

Like a fraternity that pledges a few geeks to boost its house GPA, Colorado has long benefitted from importing outsiders to bolster its standing in annual rankings.

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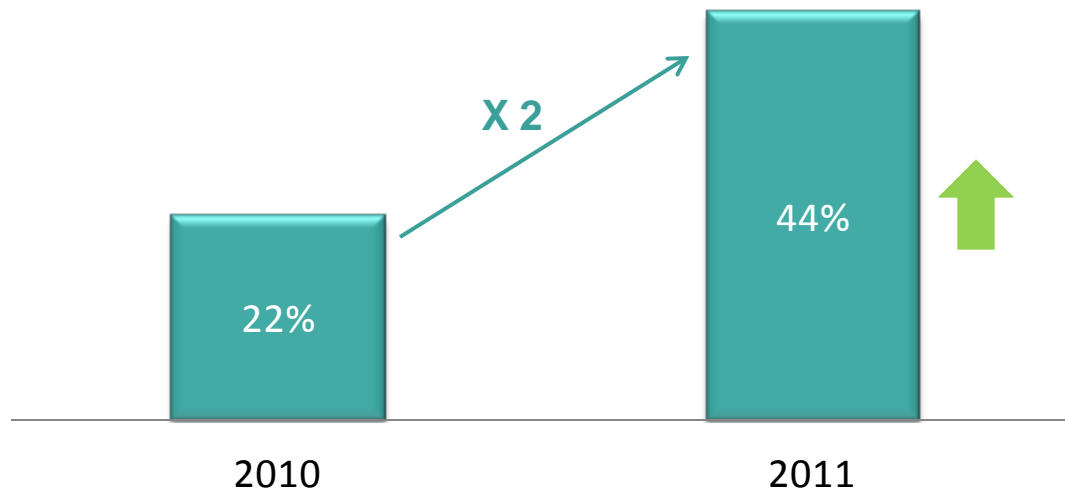


# CAMPAIGN RESULTS



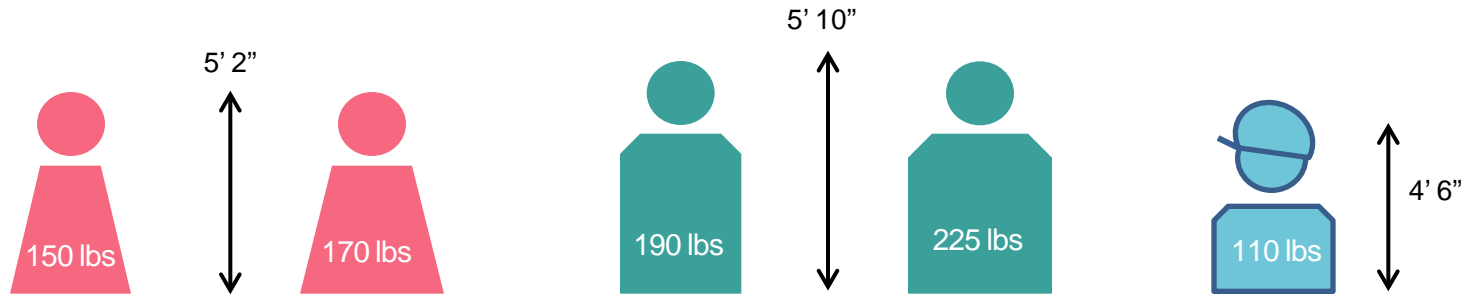
# Awareness of LiveWell Colorado

Yes, I have heard of LiveWell Colorado



LiveWell Awareness	Moms		Moms with Kids <13		Region		Income				
	All Moms	With Kids <9	Caucasian	Latino	Front Range	South, East, West	<\$20K	\$20-35K	\$35-50K	\$50-100K	\$100K+
2011 Sample Size	323	206	121	114	887	653	185	174	154	284	192
2010	25%	28%	30%	20%	22%	24%	17%	19%	21%	27%	22%
2011	49%	53%	60%	39%	44%	47%	30%	36%	44%	55%	50%
Δ	+24	+25	+30	+19	+22	+23	+13	+17	+23	+28	+28

# Increased Ability to Recognize Obesity



% Correct Answer	Overweight Female (BMI =27.4)	Obese Female (BMI = 31.1)	Overweight Male (BMI = 27.3)	Obese Male (BMI = 32.3)	Obese Child (95 <sup>th</sup> Percentile)
2010	71%	63%	56%	43%	25%
2011	64%	70%	60%	54%	29%
Δ	-7	+7	+4	+11	+4



# Impact of the Campaign – Awakening

35%

“The advertising surprised me about what overweight and obese people look like”

48%

“The LiveWell Colorado campaign changed the image I had of the obesity problem in Colorado”

51%

“I thought about improving my health after seeing the advertising”

28%

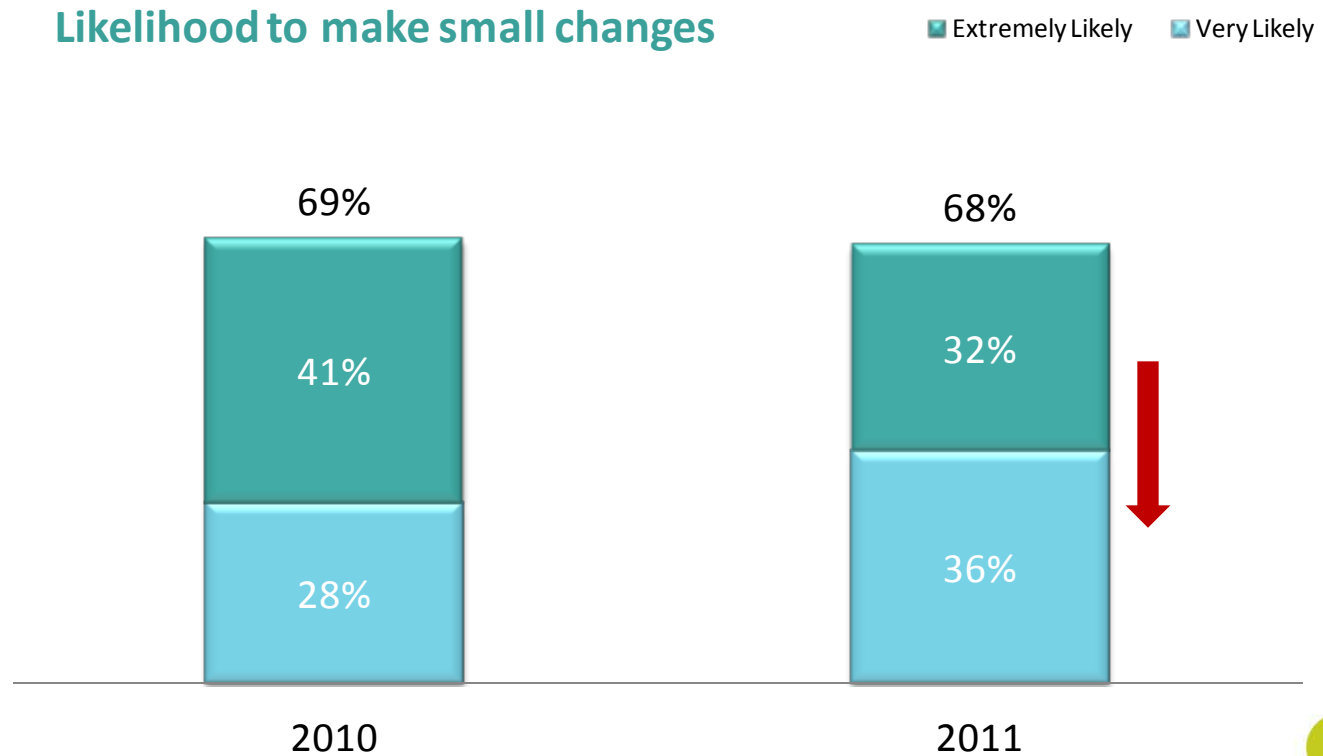
“Seeing the advertising made me wonder what my weight status is”

18%

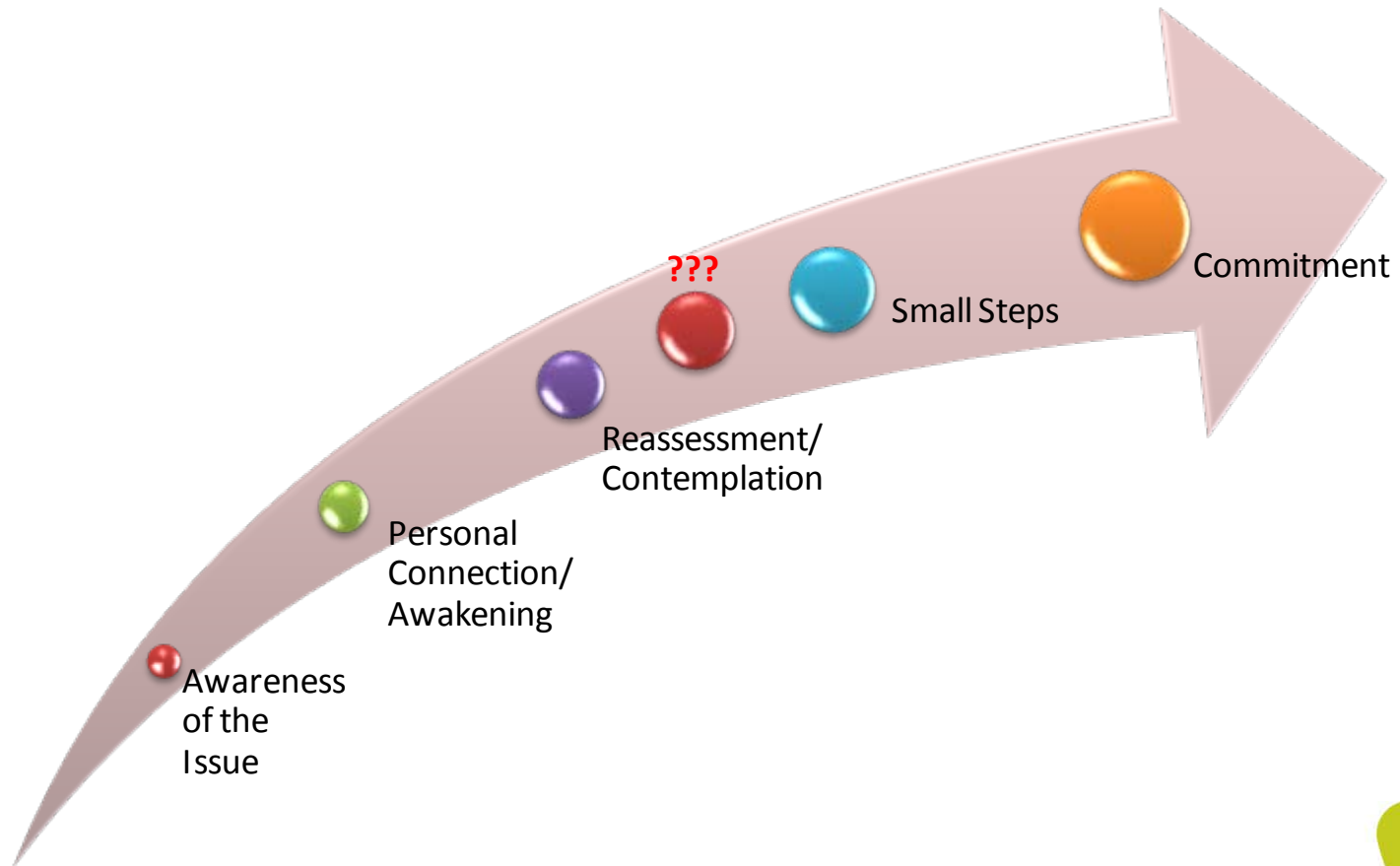
“I found out what my weight status is after seeing the advertising”



# Willingness to Make Small Changes



# Next Steps



# Thank you!

[TracyBoyle@LiveWellColorado.org](mailto:TracyBoyle@LiveWellColorado.org)

LiveWell™  
COLORADO

